MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BAE1044 – ENGLISH FOR BUSINESS COMMUNICATION

(All sections / Groups)

8 MARCH 2016
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of 4 pages with **4 sections** only.
2. Attempt **ALL** questions.
3. Please print all your answers in the Answer Booklet provided.

SECTION A: REPORTING WORKPLACE DATA [15 MARKS]

Instructions: Study carefully the data provided below. Analyse the information and answer the questions that follow.

A study was conducted to gather data on university students' involvement in sports activities. Data collected are presented in Table 1 as well as in Figure 1 and 2.

Table 1

Item Descriptions	Male (%)	Female (%)
Basketball	50	15
Football	20	5
Badminton	10	45
Tennis	20	35

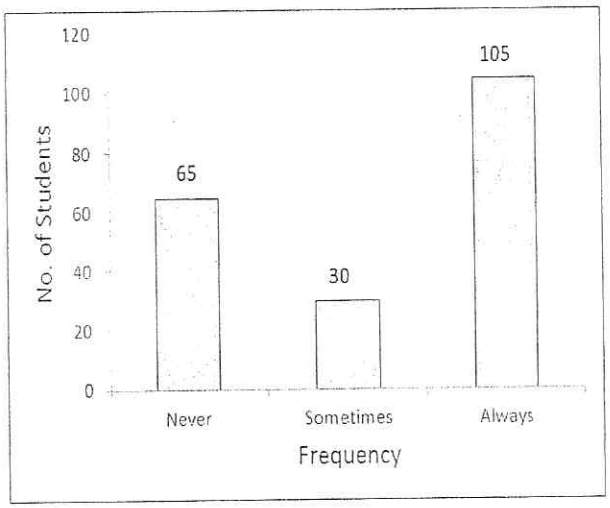

Figure 1

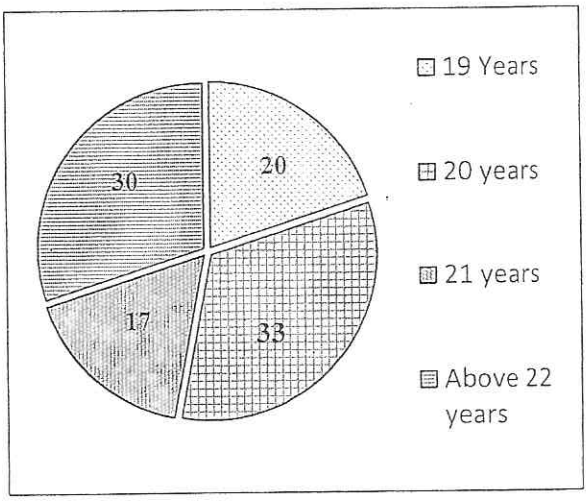

Figure 2

1. Identify TWO objectives or purposes of this study. (2 marks)
2. Provide appropriate titles for all the three graphical presentations. (3 marks)
3. State THREE major findings of the report. (6 marks)
4. Draw a conclusion based on the findings of the report. (2 marks)
5. Provide TWO recommendations based on the findings. (2 marks)

Continued...

SECTION B: THE BUSINESS WRITING PROCESS [14 MARKS]

Instructions: Revise the sentences below for conciseness and precision.

1. The application for promotion will be announced in the near future, and David would better submit an absolutely complete application if he is serious about wanting that available position. (2 marks)

2. When it comes to data collection, it is best that you use two methods of data for your report as the results will be more accurate. (2 marks)

3. A labour union strike was attended by more than a thousand workers. Fifty workers were arrested by police for disorderly conduct, while several others were charged by the management with organising a public demonstration without being issued a permit to do so. (2 marks)

4. Our credit department has requested that you provide a copy of your exempt sales tax document. Also, please fill out the top and signature portion of the credit application that is attached for assurance that we have your correct contact information. (2 marks)

5. As the role of the Manager in this project, I came to the realisation that the proposed changes to improve the system would increase the productivity of the company. (2 marks)

6. Before customers make the decision to purchase a product, it is advisable for the customers to take into consideration all the terms applied. Customers who have made the decision to buy can make a call to us, and our customer relation officer will provide assistance to them. (2 marks)

7. The research was conducted by the marketing team. The research was conducted in order to identify the most preferred brand of hair shampoo. The marketing team who conducted the research was selected by the manager. (2 marks)

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SECTION C: COMMUNICATING AT WORK [16 MARKS]

Instructions: Answer both the cases. Respond by providing only the CONTENT of the message. The length of your answer for each case should be between 80-100 words.

Case 1 **[8 Marks]**

Calvin Klein specialises in clothing, fragrances, watches, lingerie and jewelry. The word "classic" most appropriately describes Calvin Klein's fragrances such as Euphoria, Obsession, Eternity and CK One. Recently, loyal customers of Calvin Klein have logged written complaints on the company's webpage expressing their disappointment on the quality of perfume they purchased online. They suspect serious adulteration of perfumes as some of them experienced skin irritation, staining of clothes and lose of fragrance after a short time.

As the Marketing Director of Calvin Klein, prepare a message (for the company's webpage) in response to the complaints lodged by the customers highlighting the corrective measures taken to restore the trust of the customers as well as the reputation of the company.

Case 2 **[8 Marks]**

You have been working for a year as a trainee with Hyundai and Asia Motors Company in Kuala Lumpur. Recently, you noticed an announcement on your company's online bulletin board about their staff exchange programme between Malaysia and South Korea. You are interested to join this exchange programme to widen your skills, enhance your professional development and further your international understanding to gain exposure and learn more about South Korea's work culture, production lines and marketing strategies. You believe that you meet the full application requirements and wish to be located in South Korea.

Write a message (email) to persuade your supervisor expressing your interest in the staff exchange programme and support your request with necessary justifications.

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SECTION D: EMPLOYMENT COMMUNICATION [15 MARKS]

Instructions: Write a job application letter (in 250 words) based on the advertisement below which has been adapted from *Jobstreet*. Use a fully blocked and open punctuation format for your letter.

Phillip Capital is a group of companies which offers a full range of quality and innovative financial services to retail, corporate and institutional customers. We operate in the financial hubs of 10 countries with offices in United Kingdom, USA, France, China, Japan, Malaysia, Indonesia, Turkey, Dubai and Sri Lanka. We provide our team members the friendliness of a local organisation and the resources of a worldwide network for exposure to financial / investment markets, diverse experiences and exciting career opportunities. We also offer training and job advancement opportunities for a well-rounded career.

Senior Business Support Executive

Work closely with Operations, Human Capital and Client Service Department to coordinate and arrange marketing schedules, meetings and reservations.

Responsibilities

- Provide full administrative support to the department in daily operation
- Maintain filing system and coordinate marketing activities (road shows, seminars and presentations) of company products
- Lead market research and surveys to assess demands, company branding and awareness
- Assist in promoting company's product line and online platform
- Handle daily schedule, ad-hoc projects and any other relevant duties assigned by superiors from time to time

Requirements:

- Candidate must possess at least a Degree or equivalent professional qualifications in the relevant field with at least 3 years of related working experience
- IT literate and proficient in MS Office software applications
- Excellent interpersonal and communication skills with multilingual ability
- Self-motivated, disciplined, committed and able to work under pressure
- Able to meet deadlines and work well as a team leader

Please send your job application letter by 13 March 2016 to:
Human Resource Manager
Phillip Capital Group
B-2-6 Megan Avenue II
No 12 Jalan Yap Kwan Seng
50450 Kuala Lumpur
Malaysia

Adapted from Jobstreet.com (n.d.) Senior Business Support Executive, retrieved October 30, 2015, from http://www.jobstreet.com.my/en/job/2793328/origin/my?fr=23

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